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September 17, 2004

(Date of Deposit)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

plicant:

Brad DUESLER

Title:

METHOD AND APPARATUS

FOR BEVERAGE **MERCHANDISING**

Appl. No.:

10/679,705

Filing Date: October 3, 2003

Examiner:

Davis, Cassandra Hope

Art Unit:

3611

AMENDMENT AND REPLY UNDER 37 CFR 1.111

Mail Stop AMENDMENT Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Madam or Sir:

This communication is responsive to the Non-Final Office Action dated July 27, 2004, concerning the above-referenced patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this document.

Remarks/Arguments begin on page 5 of this document.

Please amend the application as follows:

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09/22/2004 WABDELR1 00000065 10679705